



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

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#3

Applicants: Malcolm Slaney et al.
Inventor: Interval Research Corporation
Title: Auction for Targeted Content
Serial No.: 09/724,956 Filed: November 28, 2000
Examiner: Unknown Group Art Unit: Unknown
Attorney Docket No.: IR-028

Milpitas, California
March 30, 2001

Assistant Commissioner for Patents
Washington, D.C. 20231

INFORMATION DISCLOSURE STATEMENT

Sir:

Pursuant to 37 C.F.R. § 1.56, § 1.97 and § 1.98, Applicants bring the documents (copies enclosed) listed on the enclosed Forms PTO-1449 to the Examiner's attention in the above-identified application. Citation of these documents shall not be construed as an admission that the documents are necessarily prior art with respect to the instant invention. Also, citation of these documents shall not be construed as an admission that the information disclosed therein is, or is considered to be, material to patentability as defined in 37 C.F.R. § 1.56(b).

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail in an envelope addressed to:
Assistant Commissioner for Patents,
Washington, D.C. 20231, on March 30, 2001.

3-30-01 David R. Graham
Date Signature

Respectfully submitted,

David R. Graham
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Attorney for Applicants

[illegible]

EXAMINER'S INITIALS	DOCUMENT NUMBER	PUBLICATION DATE	NAME(S)	JURISDICTION	TRANSLATION?	
					YES	NO
	WO 98/24242	06/04/98	Rosser et al.	PCT	N/A	
	WO 97/00582	01/03/97	Astle et al.	PCT	N/A	
	WO 97/00494	01/03/97	Rosser et al.	PCT	N/A	
	WO 99/38320	07/29/99	Rosser	PCT	N/A	
	WO 98/28906	07/02/98	Rosser	PCT	N/A	

EXAMINER'S INITIALS	AUTHOR(S), TITLE, PUBLICATION, DATE, PERTINENT PAGES, ETC.
	"General Instrument & ACTV to Offer a Complete Solution for Addressable Targeted Digital Television Advertising," Press release, www.actv.com/newpage/press/actvgiad.html , June 14, 1999.
	Delio, Michelle, "TV Commercials Get Personal," Wired News, www.wired.com/news/print/0,1294,38754,00.html , September 20, 2000.
	Lyon, Richard F., "The Optical Mouse, and an Architectural Methodology for Smart Digital Sensors," Xerox PARC, VLSI-81-1, August 1981.
	"Scientific-Atlanta's Explorer 2000 Advanced Digital Set-Top will Support ACTV's 'Individualized Television'," Press release, www.actv.com/newpage/press/actvsatl.html , January 25, 1999.

DATE CONSIDERED:

Form PTO-1449

[illegible]

FOREIGN PATENT DOCUMENTS						
EXAMINER'S INITIALS	DOCUMENT NUMBER	PUBLICATION DATE	NAME(S)	JURISDICTION	TRANSLATION?	
					YES	NO
	WO 99/60789	11/25/99	Knee et al.	PCT	N/A	
	WO 99/45702	09/10/99	Knudson et al.	PCT	N/A	
				PCT		

OTHER DOCUMENTS	
EXAMINER'S INITIALS	AUTHOR(S), TITLE, PUBLICATION, DATE, PERTINENT PAGES, ETC.

Examiner: Initial if citation considered, whether or not citation is in conformance with MPEP §609. Draw line through citation if not in conformance and not considered. Include copy of this form with next communication to the applicant.